

Getting the Most Out of Your Graphic Design and Communication Budget

Paris Ashton
Creative Director
Office of Graphic Communications
Department of General Services



Office of Graphic Communications

Working with OGC is Easy

Experienced design staff

Complete project management

Wide range of services

Experts at making cost saving recommendations

No need to write a scope of work

No need for competitive bids

Understands state procurement policies

Registered eVA vendor

\$75 per hour fee for all services

Detailed billing system

Works with eVA registered and certified SWaM vendors

Archives of projects





New Parent Kit

Multi-agency, public and private partners



Office of Graphic Communications



Be aware of your feelings.

New parents experience a wide range of emotions. It's perfectly normal not to love being woken up in the middle of the night.

- Remind yourself being a parent is a complex experience and it's okay to worry about your new responsibilities.
- Know that all new mothers experience hormone changes which can cause mood swings.
- Learn to cope with your feelings.
- Changing plans based on the baby's needs is necessary but can be frustrating.
- Getting things done takes longer than you are used to.

Make sure you have a support system.

You cannot do everything alone, so learn to accept help.

- Don't be afraid to ask. There are no dumb questions.
- Join a group or meet with other new parents regularly.
- Look in your library for a Parent Resource Center providing parenting materials.
- Call 1-800-CHILDREN (1-800-244-5373) for a list of family resources.

Visit www.SmartBeginnings.org for more information on parenting and early childhood development.



Getting Connected

Your Resource Guide for

Who to Call,
Where to Go, and
Websites to Visit

1-800 CHILDREN
 toll free
 (1-800-244-5373)

SMART BEGINNINGS
FOR YOU

Visit www.SmartBeginnings.org to register for your free kit.

BABIES + BOOKS = BONDING

Tips on Reading to Your Child

Reading is a lifelong activity, and it is never too early to start. When you read to your baby, you are not only creating happy early memories. Children who love books, learn to read. Reading together is fun. It is one of the most important times a parent can share with a child.

So don't wait! Look over these tips – then pick up a book and get started.

Getting Started

- Begin with *Goodnight Moon*; this book is included in your New Parent Kit.
- Visit your library for help in picking out other books.

Choosing the Time

- Read at a regular time, so books become part of the daily routine.
- Read when you are in a good mood, because if you are having fun, your baby will too.
- Read when your baby is ready to sit or lie down quietly for a few minutes – like just after a nap, or just before bed.
- Stop when your baby loses interest – you do not have to read every word or finish the book.

Making it Fun

- Watch and let your baby set the mood – even if it is making noises or playing with the book.
- Point to objects on the page while you read and name what your baby points out.
- It is OK just to talk about the pictures.
- Use a soft, natural tone and smile often.
- Give teething babies something to chew on while you read.



Type of Service Desired

Full-service creative group

Project management from concept through delivery

Concept and copywriting

Marketing and cost saving recommendations

Creative design solutions

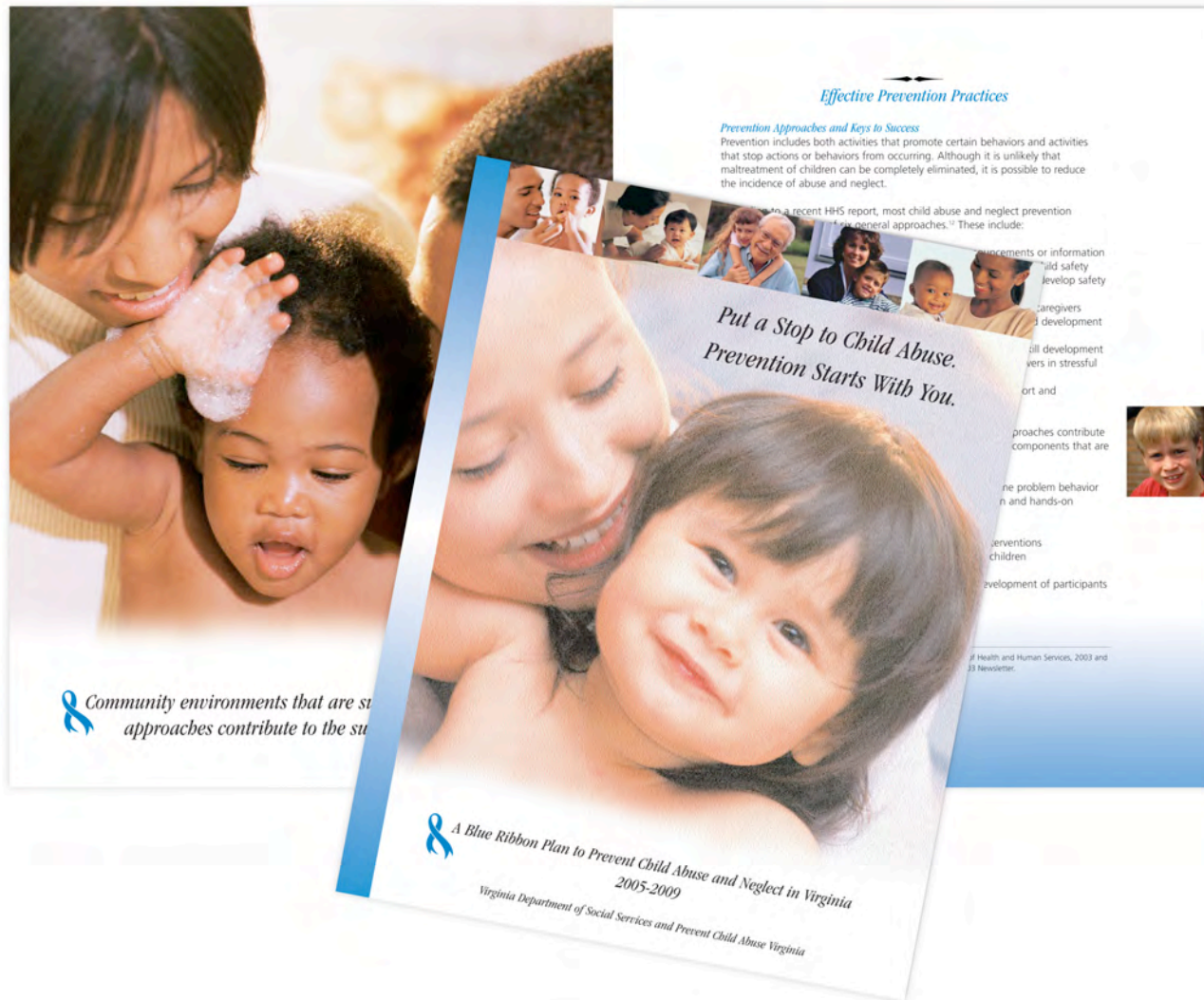
Web site design, consultation and web graphics

Illustrations, graphs, charts and maps

Photography concept, procurement and art direction

Print specifications and production management





VDSS: Child Protective Services

A Blue Ribbon Plan to Prevent Child Abuse and Neglect in Virginia



Office of Graphic Communications

Typical Products

Promotion, information and public education campaigns

Logos and Branding

Annual Reports, Strategic Plans and Executive Summaries

Brochures and Booklets

Magazines and Newsletters

Web Site Design

Web Graphics and Banner Ads

Posters and Billboards

Exhibit Displays

Advertisements





Making Virginia Safer and Healthier

Each day in Virginia, doctors, law enforcement officers and government officials make decisions that help improve the health and safety of millions of people. To make these decisions effectively, they often need quick access to accurate and reliable lab test data.

That's where the Division of Consolidated Laboratory Services, or DCLS, comes in. Since its founding in 1972, DCLS, a division of the Virginia Department of General Services (DGS), supports local, state and federal agencies with a wide spectrum of analytical laboratory testing services.

Food borne illness bacterial analysis

Hemoglobin Screening

With facilities boasting highly advanced safety and security systems, DCLS has a long history of keeping its employees – and the general public – safe. As the first consolidated state laboratory in the country, it also remains the nation's most diverse. From testing newborn babies for genetic disorders to analyzing water samples for environmental contaminants, DCLS plays a key role in making Virginia a healthier, safer place to live and work.

Although the scientific experts at DCLS may not be the ones out on the front lines actively saving people's lives, they provide many important services behind the scenes that truly helps all of us.

DCLS touches the lives of many Virginians by performing over 6 million scientific tests each year.

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DGS: Division of Consolidated Laboratory Services

Brochure



Office of Graphic Communications

Basic Steps in the Design Process

Consultation and recommendations

Estimated costs, production schedule and approval

Concept development

Final approved copy from the agency or copywriter

Presentation of design options

Revisions and agency approval of the final design

Photography and/or illustrations

Design and layout proofs for review

Revisions and edits to layout and content

Printing specifications and bids

Final proofs for agency proofreading and approval

Preparation of materials for awarded print or production vendor

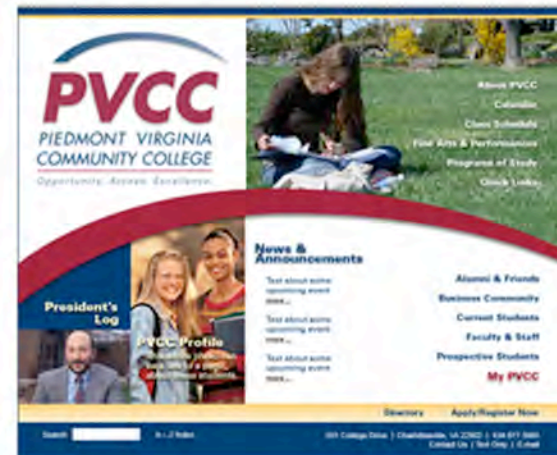
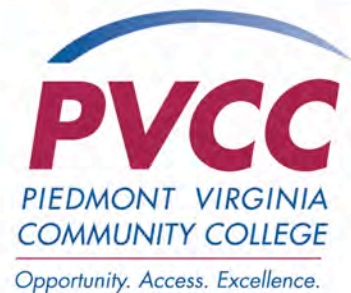
Inspection of vendor proofs

Agency approval of vendor proofs

Inspection of finished product

Approval and processing of invoices





Piedmont Virginia Community College

Logo and Web Site design



Office of Graphic Communications



Richmond Redevelopment and Housing Authority

Brand Identity and Marketing Campaign



Office of Graphic Communications



Ana tiene unos grandes ojos marrones, un perro llamado Mo y nunca ha dicho ni una palabra.

Anna has big brown eyes, a dog named Mo and has never spoken a word.

Thousands of children in Virginia have some type of developmental delay. Not speaking is only one of them. If your child isn't crawling, talking or walking like other children her age, please call us for a free screening. We're here to help. For more information call 1-800-234-1448.

The Sooner. The Better.



Infant & Toddler Connection of Virginia
1-800-234-1448
TTY: (703) 244-7751 ext. 1407
www.idctva.org

de niños en Virginia tienen algún tipo de retraso en el desarrollo. No hablar es sólo uno de ellos. Si su niño no gatea, no habla o no camina como otros niños de su edad, por favor llámenos para realizar una evaluación gratuita. Estamos aquí para ayudar. Para más información llame al 1-800-234-1448.

Cuanto antes, mejor.



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By 6 Months Old

- Yes No Does your baby laugh and babble, like saying "bababa" or "dadada"?
- Yes No Does your baby try to explore toys by putting them in his mouth?
- Yes No Does your baby roll from his back to his tummy?
- Yes No Does your baby turn his head toward sounds like your voice, radio or TV?
- Yes No Does your baby reach for and hold a toy?
- Yes No Has your baby had at least one well-baby checkup in the last three months?



By 12 Months (1 year old)

- Yes No Does your baby look at the right thing when you say words like "bottle", "ball" or "cup"?
- Yes No Does your baby get on his hands and knees to crawl?
- Yes No Does your baby say "Mama" or "Dada" to the right person?
- Yes No Does your baby find a toy when he sees you hide it?
- Yes No Is your baby playing after he sees you do?
- Yes No Does your baby look at you when you talk?
- Yes No Does your baby take a toy out of your hand?
- Yes No Does your baby pick up or rubs using the thumb?
- Yes No Has your baby seen a doctor for a well-baby checkup?

By 9 Months Old

- Yes No Does your baby sit by herself without falling?
- Yes No Does your baby look for a toy when she sees you drop it?
- Yes No Does your baby hold something in each hand at the same time?
- Yes No Does your baby scoot or crawl across the floor on her tummy?
- Yes No Does your baby pull up to stand by holding on to furniture?
- Yes No Does your baby shake her head "No"?
- Yes No Has your baby seen the doctor at least one time for a well-baby checkup since she was six months old?

By 15 Months Old

- Yes No Does your baby point to what she wants?
- Yes No Does your baby feed himself?
- Yes No Does your baby walk?
- Yes No Does your baby say "a" or "Dada"?
- Yes No Does your baby scribble with pencils?
- Yes No Has your baby seen a doctor for a well-baby checkup?



Parents Are Often the First to Know When Their Baby Needs a Helping Hand.



Infant & Toddler Connection of Virginia

1-800-234-1448
www.idctva.org

Department of Mental Health,
Mental Retardation and Substance Abuse Services

1220 Duke Street, 9th Floor
P.O. Box 1707
Richmond, Virginia 23218-1707
(800) 780-1745

www.idctva.org

DMHMRSAS: Infant and Toddler Connection

Statewide Marketing Campaign



Office of Graphic Communications

Infant & Toddler Connection

Getting Started – When Do You Call the Infant & Toddler Connection?

By Jennifer Chalmers, M.Ed.

When you have concerns about your child's development, start asking questions. You know your baby better than anyone else. While it may be true that children develop at different rates, some babies do show early signs of delay. Use your intuition and the resources around you. You can discuss your concerns with your physician or healthcare provider. You can look at the checklist (pages 4, 5) and review what the experts say most children do by certain ages. You can also call the early intervention specialists at the Infant & Toddler Connection of Virginia.

Who is eligible for services from early intervention?

Infants and toddlers from birth until age three who have demonstrated a developmental delay or have a disabling condition are eligible for early intervention services. Services are also available for families who

What will happen when you call the Infant & Toddler Connection?

First, you will receive your local early intervention system's phone number. When you call your local number, a service coordinator will listen to your concerns and help you determine if a screening or a more in-depth evaluation is necessary. This person will help coordinate the next steps which include an evaluation that determines if your child is eligible for services. It costs families nothing for a developmental screening or evaluation.

What happens during the free evaluation?

A team of at least two professionals and the family will complete the evaluation. The team may include a nurse, physical therapist, occupational therapist, audiologist, educator, or speech therapist.

At the end of this observation, they can tell you how your child is developing in relation to how children typically develop. If the team (which includes the family) determines that your child would benefit from early intervention services, an Individualized Family Service Plan (IFSP) is developed.

Can older children receive help?

Even if your child is almost three years old or older and you have concerns, it is not too late to receive services. A call at any age is better than no call at all. The goal is to help your child reach his or her highest potential. The local Infant & Toddler Connection of Virginia office is here to help you find resources and provide assistance. *or your child:*

Parents Are Often the First to Know When Their Baby Needs a Helping Hand. *page 3*

Signs of the Early Signs of Developmental Delay. *page 7*

Ask Your Doctor About Early Intervention. *page 8*

They Told Me "Wait and See." *page 13*

Infant & Toddler CONNECTION of Virginia

GETTING STARTED – When Do You Call the Infant & Toddler Connection?

When you have concerns about your child's development, start asking questions. You know your baby better than anyone else.

Continued on page 6

Infant & Toddler Connection

What are some of the early signs of developmental delay in infants or toddlers?

While slower development does not necessarily mean that a child has a developmental delay, many children with special needs develop more slowly than their peers. Is there a risk to:

- Roll over
- Crawl
- Turn their heads
- Hold items
- Walk
- Talk
- Play
- Use fingers to pick things up
- Point to face or their nose, eyes, head or other part of the body
- Learn his or her first words
- Follow or imitate clothing
- Bring up and down on
- Understand simple words and commands

What are some of the risk factors that may contribute to developmental delay?

- Family medical history
- Lack of routine checkups
- Genetic chronic illness
- Age of mother, particularly those under 15 or over the age of 40
- Smoking tobacco or drinking alcohol while pregnant
- History of substance abuse
- Lead poisoning
- Chronic ear infections
- PT
- GI
- LG
- CF

"Todo el mundo me decía que esperase. Pero yo sabía que algo no iba bien."

Usual conoce a su hijo mejor nadie. Si su hijo no gira, no se camina como otros niños su edad, por favor háganos saber una evaluación gratis estamos aquí para ayudar. Para más información llame al 1-800-234-1448.

Cuanto antes, mejor.



Infant & Toddler Connection of Virginia
1-800-234-1448
773.723.1.484.773.587
www.infantstc.org

"Everyone told me to wait and see. But I knew something was wrong."

You know your child better than anyone. If your child isn't crawling, talking or walking like other children his age, please call us for a free screening. We're here to help. For more information call 1-800-234-1448.

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OPTIONS. ADVANCEMENT. OPPORTUNITIES.

OPPORTUNITIES.

THE BENEFITS ARE IMPRESSIVE

- Competitive starting salary
- Flexible schedule
- Career advancement opportunities
- Paid holidays
- Annual, sick, and family/personal leave
- School assistance leave
- Liberal retirement plan
- Medical, dental, and vision insurance plans
- Relocation assistance
- Background screening and a valid driver's license
- Relocation screening and relocate



Virginia State Police

James DeLoatch III
 Specialty: motorcycle unit
 Passion: education
 Claim to fame: appearing on "Real Stories of the Highway Patrol" and many local TV news shows

"I just knew it would be cool to ride a bike at work."

When James says "my plate is full," he isn't kidding. In addition to his job as a trooper, he is a single parent to his teen-aged son, a member of the Army Reserves, and a full-time undergraduate student in Human Resource Management at the University of Richmond.

James rides his motorcycle to escort VIPs, handle traffic accidents on the interstate, lead parades and funeral honor guards. He admits he enjoys wearing the leather jacket and high-top boots that are part of his special uniform. But mostly he likes riding his bike because it makes him so much more approachable to people on the street, at the State Fair, and in the DUI classes where he is the primary instructor for the City of Richmond.

"I try to preach to kids, go to college right after high school," he says. "It's so much easier that way. Believe me, I know from experience."





Join Today!
 The Virginia State Police:
Valor, Service, Pride

www.virginiatrooper.org

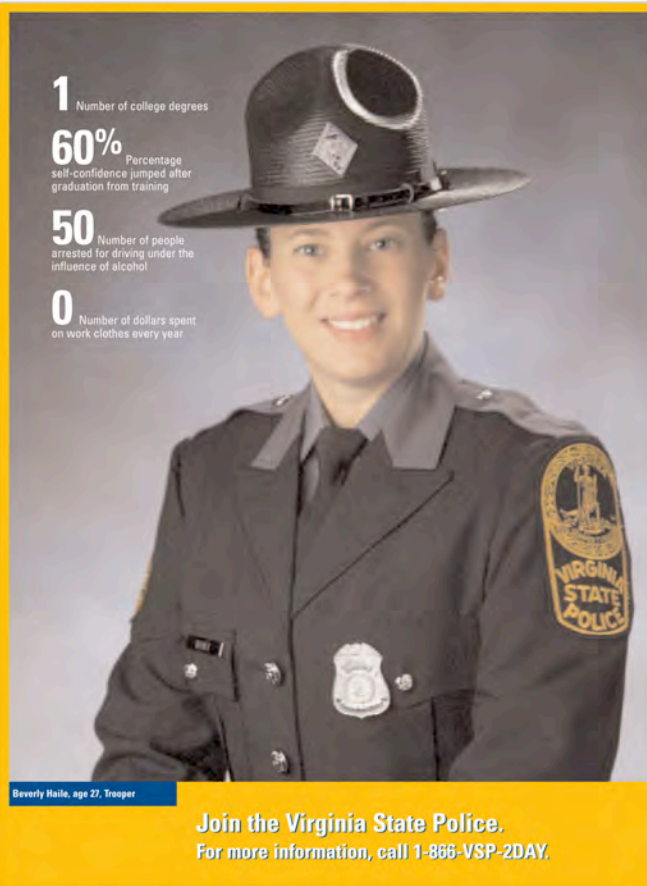
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 Office of Graphic Communications
 Virginia Department of General Services
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Virginia State Police

Recruitment Campaign



Office of Graphic Communications



1 Number of college degrees

60% Percentage self-confidence jumped after graduation from training

50 Number of people arrested for driving under the influence of alcohol

0 Number of dollars spent on work clothes every year

Join the Virginia State Police.
For more information, call 1-866-VSP-2DAY.



2 Number of languages spoken

10 Number of days of family leave taken when child was born

10% Percentage salary increased after the first year on the job

4 Number of promotions needed to achieve goal of becoming first Hispanic captain

Join the Virginia State Police.
For more information, call 1-866-VSP-2DAY.

